Claims:

1) A method of pigmenting a solventborne, nonaqueous organic coating material which comprises incorporating a finely divided organic pigment coated with amino-containing (meth)acrylate copolymers into a solventborne organic coating material with an energy input reduced by at least 20% as compared with the corresponding uncoated pigment.

2) The method of claim 1, wherein the organic coating material is a solventborne baking varnish or a solventborne two-component varnish.

3) The method of claim 1 or 2, wherein the organic coating material is an alkyd-melamine resin varnish, acrylic-melamine resin varnish, polyester varnish or high-solids acrylic resin varnish.

4) The method of claim 1, wherein the organic coating material is a printing ink or ink-jet ink.

5) The method of one or more of claims 1 to 4, wherein the organic pigment is a pigment from the group of the azo pigments, such as monoazo, disazo, Naphtol, benzimidazolone, and metal complex pigments, or of the polycyclic pigments, such as isoindolinone, isoindoline, anthanthrone, thioindigo, thiazineindigo, triarylcarbonium, quinophthalone, anthraquinone, dioxazine, phthalocyanine, quinacridone, quinacridonequinone, indanthrone, perylene, perinone, pyranthrone, diketopyrrolopyrrole, isoviolanthrone and azomethine pigments.

6) The method of one or more of claims 1 to 5, wherein the amino-containng (meth)acrylate copolymer has a molar mass of between 2000 and 100 000 g/mol.

7) The method of one or more of claims 1 to 6, wherein the amino-containing (meth)acrylate copolymer has an amine number of between 20 and 70 mg KOH/g.

8) The method of one or more of claims 1 to 7, wherein the coated finely divided organic pigment is obtained by mixing an aqueous, finished presscake of the organic pigment with water and carrying out deagglomeration in a static mixer in the presence of the amino-containing (meth)acrylate copolymer, then subjecting the deagglomerated mixture to steam distillation, isolating the solid by filtration, and drying it.

9) The method of claim 8, wherein the pigment is deagglomerated in the static mixer to a particle size distribution of 0.1 to 10 µm.

10) The method of one or more of claims 1 to 9, wherein the amino-containing (meth)acrylate copolymer is applied in an amount of 5% to 50% by weight, based on the total weight of the coated pigment, to the pigment.